

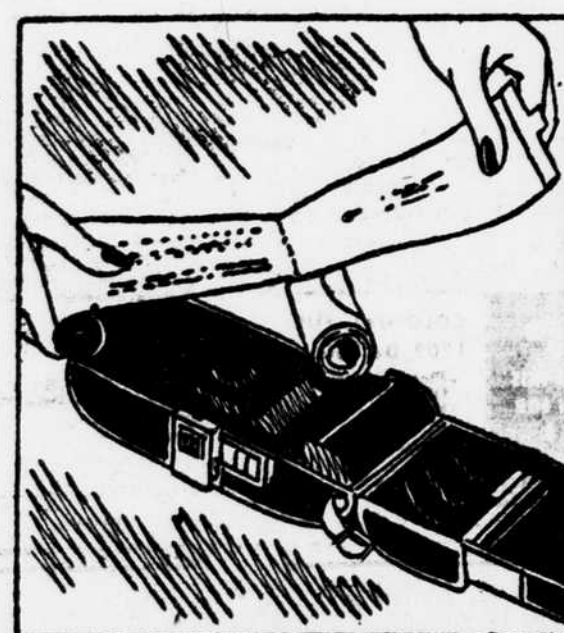
THE HECHT CO. SILVER SPRING OPEN MONDAY 12:30 TO 9:30 P.M.; WASHINGTON STORE HOURS, 9:30 A.M. TO 6 P.M.



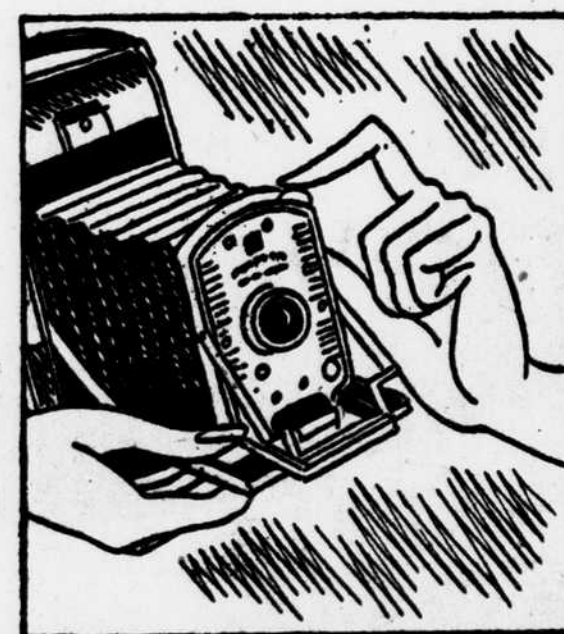
See ... with your own eyes, how the almost magic Polaroid Land Camera works! We've fixed it so you can step right into one of our big 7th street windows (Washington Store) and watch it work. You may even be chosen as a subject ... and if you are, the "snap" is all yours!



See ... how it works! Our expert staff in the Camera Shop is ready and waiting to show you how simple the new Polaroid Land Camera is to operate ... to show you what and how to do it!



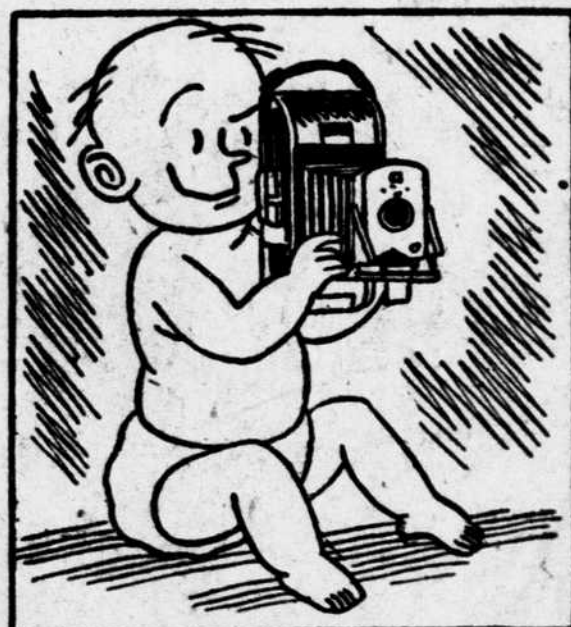
See ... how simple it is to load! No complicated winding. The film (which includes both positive and negative) simply drops in, smooth and neat as a snap of the fingers!



See ... the new single control which sets both lens aperture and shutter speed simultaneously without guess work or arithmetic! It's simply a matter of flicking a finger!



See ... the thrilling, warmly realistic results ... good, clean-cut, clear pictures which can be taken by any amateur ... without special equipment; without waiting more than 60 seconds!

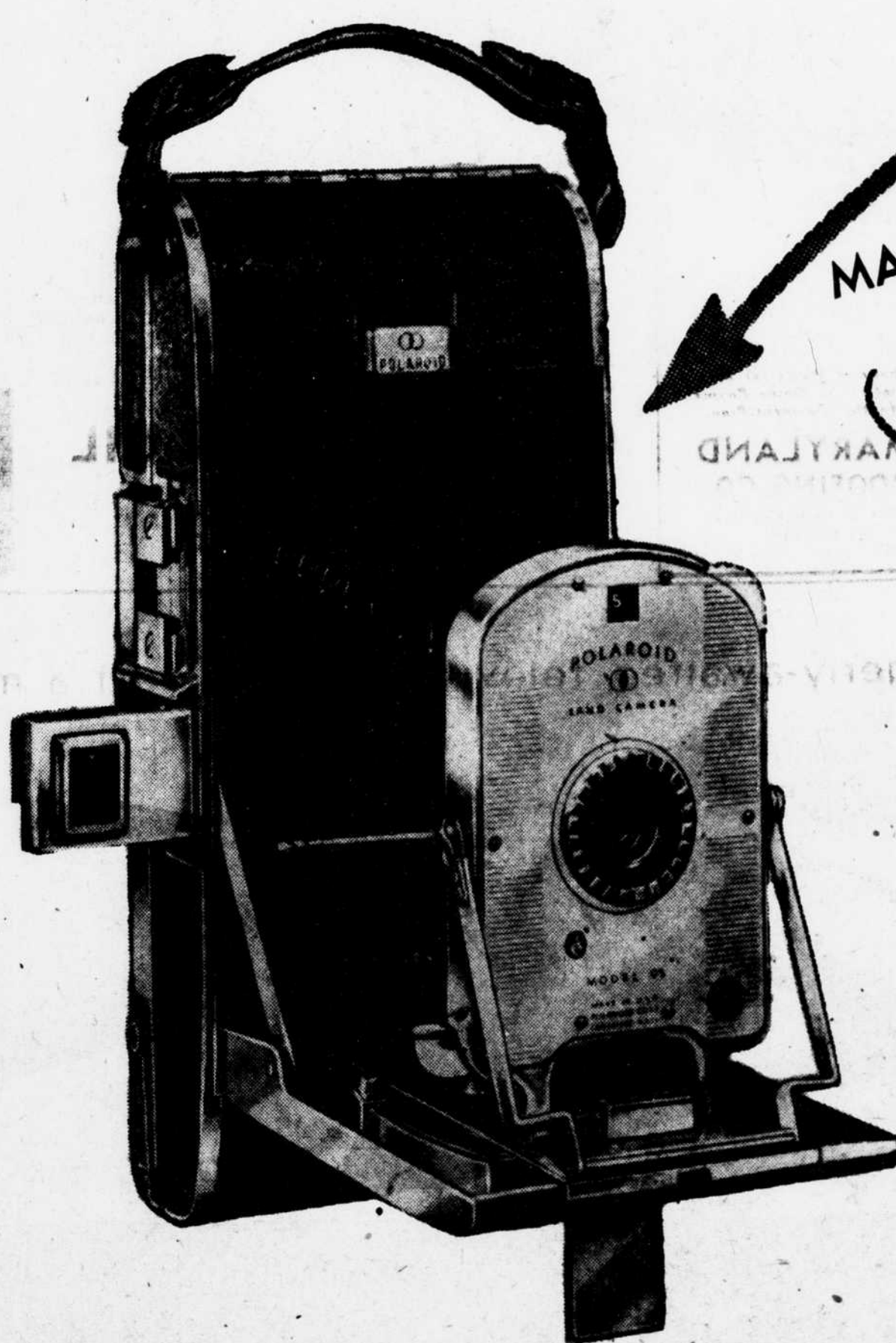


See ... how easy the whole operation is! So simple a child could do it! Once the picture is "snapped" all you do is pull the tab! The film does the rest ... and does it in seconds!



See ... this modern magic work! See magic that requires no special equipment. See the brilliant, life-like sepia tone prints ... the kind the experts use!

Polaroid Land Camera



MAKES FINISHED PICTURES
IN 1 MINUTE
right inside the camera
without any dark room

89.75

Pay as little as 8.95 down! Balance on monthly terms.

You snap the shutter ... and one minute later you lift out the finished, dried picture! That's what this amazing new wizard, the Polaroid Land Camera does! No liquids, no dark room, no special equipment and, best of all, no *waiting* ... 60 seconds after you've snapped the picture it's finished! Only Polaroid lets you see pictures as you take them ... the very moment they mean the most! Come, join the excitement ... both in our 7th street Washington store Polaroid window, where we'll snap the shutter and show you a finished print in 60 seconds ... and in our Camera Shops, Washington and Silver Spring, where we'll show *you* how to do it, too!

Camera Shop, Street Floor, The Hecht Co., Washington and Silver Spring

Accessories You'll Want for Your New Polaroid Land Camera!

Special Polaroid Film, 8 exposures per roll	1.75
Leather Camera Case	14.95
Polaroid Exposure Meter, made by GE	15.75
Leather Meter Case	1.50

Because of the great demand, the manufacturers limited us to six rolls of Polaroid film with each Polaroid Land Camera, and six rolls monthly thereafter until their production facilities are expanded.

THE HECHT CO.



Cool... Cool... Cool...

WASHINGTON AND SILVER SPRING